Adam King

Social Media Writer/ Junior Copywriter

TikTok • Instagram • YouTube • X

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About Me

I am a writer who works primarily in video-first formats across TikTok, Instagram, YouTube, and X. I'm drawn to concept-led writing—scripts and copy built around sharp hooks, visual storytelling, and platform-specific pacing. Whether I'm writing a 30-second ad or a short-form campaign idea, my goal is simple: make the audience feel something before they scroll away.

I have experience managing and creating content for the *Sterling College C.S. Lewis Center*, contributing social content for the *Barbados Nation Publishing Company*, and producing original content for my own music projects which has boosted their audience.

Short-Form Video Scripts
Pepsi Commercial TikTok Script

Platform: TikTok

Goal: Product Highlight

Runtime: 45s

Hook: We're at the beach. A ***WOMAN*** in a bikini is sweating profusely, hyperventilating on the sand. A ***MAN*** runs to her, dressed in a blue swim trunk.

MAN: Are you okay?

She continues to panic, points to the side of her. A towel and an ice-cold Pepsi. The MAN grabs the towel.

WOMAN: No, no, no!

MAN: What-what?

She points to the Pepsi.

MAN: How—how is that helping?

She points vigorously. The man grabs it, opens the Pepsi and gives it to her. She gulps. A BIG BREATH. Just the sound of the waves crashing onto the shore. A beat.

VOICE (off camera): Cut!

WOMAN: I didn't like that last breath. Can we get another take?

A boom mic peeks into the camera.

WOMAN (to the man, smirking): All good.

ANGLE ON: the man's face, confused.

CUT BACK TO the Pepsi. The drink effervescent, sizzling. A quick zoom in on the tag then...

THE LOGO.

"Pepsi.
Don't panic. Drink."

END OF SCRIPT.

Tide Pods Ad Reels Script

Platform: Instagram Reels

Goal: Product Highlight

Runtime: 30s

Hook: A ***WOMAN*** walks to a washing machine with a loosely capped TIDE liquid detergent. The cap slips off and the detergent spills before her. She slides, losing her balance. We move to slow motion as she falls lower and lower to landing on her butt.

WOMAN (slow motion): Ahh!

And as her pants brush the floor...

... the screen freezes. A hand then comes into view with a bag of TIDE PODS.

VOICE (OC): Doesn't look like fun, huh? Laundry shouldn't be an amusement park. That's why we have these.

The screen unfreezes and the hand gives the WOMAN the pods before she falls. It rewinds to the start with just the PODS in her hands.

She then walks back up to the washing machine, opens the packet, loads the PODS, and hits start. She walks off.

QUICK CUT TO **TIDE PODS LOGO.**

"Tide PODS.

No adrenaline boost. Clean. Simple."

END OF SCRIPT

MacBook Air YouTube Short Script

Platform: YouTube Shorts

Goal: Product Highlight

Runtime: 60s

Hook: A **BUISNESSMAN** tugs a black briefcase through a busy subway. It's like the case is filled with bricks. The train arrives. He struggles to get on the train but finds a seat close by. The *PASSENGER* beside him clocks his struggle.

PASSENGER: A dead body ain't in there, right?

MAN: What's that supposed to mean?

The *PASSENGER* shoots him a look.

MAN: It's my computer.

PASSENGER: Built of what? Rocks?

Beat.

MAN: Have a good day, alright.

PASSENGER: Ever heard of the MacBook Air? It's so light, it's basically not even there.

The *PASSENGER* opens a computer bag in between his legs. He takes out a shiny, grey polished MacBook Air. Hands it to the *MAN*.

PASSENGER: Pretty sick, huh?

The *MAN* lifts it, opens it, plays with the keyboard.

MAN: You sure this real?

PASSENGER: I guess if you wanna walk around with a dead body, that's okay too.

The MAN shoots the passenger a look, takes out his computer from the briefcase and slams it on the passenger's lap. He groans. The *MAN* puts the MacBook in the briefcase.

MAN: Take it to the morgue wouldja?

BLACK.

The BLACK then slides to the train door opening. The *MAN* dances out of the train with the briefcase.

END OF SCRIPT.

Walmart TikTok Ad Script

Platform: TikTok

Goal: Persuasion

Runtime: 30s

Text on-screen: POV – You're on the way to work.

Hook: The view from the drivers' seat through the windshield as it moves forward down a main road in the city. ***A LOUD GASP***. A squeal of joy.

VOICE (off camera): NO way! Is this real? When did this get here?

In the distance, we see ***WALMART***. The car slows.

VOICE: Today just got a whole lot better.

It pulls up and turns into the *WALMART.*

VOICE: Now I can finally get everything I need for my new apartment! All my favorite snacks, a new couch, a television, LED Strips... let me call in late. (beat, joyous squeal) This might take a while.

BLACK

Then fading out the black, we see a long, receipt bill.

END OF SCRIPT.

Instagram Posts

World Chocolate Day Content

(published On Nation's Barbados Instagram page)

Slide 1: From Bean to Bar – The Chocolate Journey

Caption:

Ever wonder how chocolate gets from the tree to your taste buds?

Here's a sweet crash course:

• It all starts with the Theobroma cacao tree

• Seeds are fermented, dried, roasted & ground into cocoa mass

• That mass then becomes chocolate liquor and is split into cocoa solids & butter

• Add milk + sugar (optional), and then voilà… CHOCOLATE!

Slide 2: The 4 Faces of Chocolate

Caption:

Not all chocolate is created equal...

Here are the 4 most common types of chocolate:

• Unsweetened Baking Chocolate– pure, bold, no sugar

• Sweet Chocolate – chocolate + sugar

• Milk Chocolate – creamy, sweet, everyone's favourite

• White Chocolate – no cocoa solids, just buttery vanilla

Which one is your favourite?

Slide 3: Chocolate That Loves You Back

Caption:

Did you know chocolate can actually be good for you?

Especially dark chocolate – and here's why:

• Full of antioxidants

• Boosts serotonin & dopamine

• Improves blood flow & lowers blood pressure

• May help reduce risk of heart disease

A treat that treats you back? Yes please!

Slide 4: Host a Chocolate Tasting Party!

Caption:

Ready to throw the most delicious party of the year?

Celebrate World Chocolate Day – July 7 by hosting a CHOCOLATE TASTING PARTY:

• Invite your crew

• Sample chocolates from around the globe

• Pair with wine, coffee, or fruit

• Snap pics of your chocolate spread

• Post & tag us with #WorldChocolateDay

Let's flood the feed with chocolate joy!

Sterling College C.S. Lewis Center Reading Group Post

(published on Sterling College C.S. Lewis Center Instagram Page)

Slide 1: Poster of event

Caption:

Set your calendars!! Our final event for the Fall Semester is soon here.

We will have our final reading group for the year discussing the essay, "On Living in an Atomic Age" on November 10th, 2025, at 7pm in the center in Mabee Library led by senior Creative writing Major and our very own C.S. Lewis Center Intern, Adam King.

We hope to see you there!!

#cslewiscenter #readinggroup #scwarriors #sterlingcollege #mabeelibrary

Sterling College C.S. Lewis Center Reading Group Post

(published on Sterling College C.S. Lewis Center X Page)

Slide: Poster

Caption:

Come on out and catch Dr. Mark Watney share on C.S. Lewis' sermons: Transposition tonight at 7pm in the Lewis Center!

The Lewis Center holds monthly reading groups where you get to learn all about Lewis and his works!

We can't wait to see you there!

Email Drafting

Sales Draft Email

Subject: Your Bag Just Got Lighter

You shouldn't need a workout just to carry your laptop.

The new MacBook Air is incredibly light, powerful enough for everything you do, and built to keep up from your morning commute to late-night ideas. No bulk. No slowdown. Just speed where it counts.

Whether you're working on the go, creating on the fly, or juggling a hundred tabs at once, MacBook Air is designed to move as fast as you do—without weighing you down.

Lighter design.
All-day performance.
Zero compromises.

Ready to feel the difference?

Shop MacBook Air today

—

Adam King
Junior Copywriter | Social Media Writer